

White Sale Begins Monday White Sale



Calisher White Sales are so well established that we feel a lengthy introduction would be entirely out of place. We simply note that the White Sale beginning Monday has been planned along broader lines than ever before. We make the request that customers check items in which they are interested and bring this advertisement when they come Monday.

White Sale of Muslin Underwear

THE sale of undermuslins this year is on a larger scale than ever before. The number of garments is greater and we have been able to secure a wider variety of styles. All the new ideas in muslin underwear are embraced in this sale—the new tight fitting corset covers, the new circular short skirt without ruffle, the new narrow drawers without ruffles, the new narrow skirts. The new styles in outer garments with their slim, straight lines have produced corresponding new styles in underwear. A visit to the Muslin Underwear Section during White Sale is well worth while both from the standpoint of rare values and interesting style features.

Underskirts

Long and short skirts, including the new narrow styles that though prettily trimmed with lace and embroidery have no ruffles or flounces.

75c skirts... 49c \$3.50 skirts... \$2.48
\$1.00 skirts... 75c \$4.50 skirts... \$3.48
\$1.25 skirts... 95c \$5.00 skirts... \$3.95
\$1.50 skirts... \$1.15 \$5.50 skirts... \$4.45
\$2.00 skirts... \$1.48 \$7.00 skirts... \$4.95
\$2.75 skirts... \$1.95 \$8.00 skirts... \$6.50
Higher priced skirts at similar reductions.

Combination Suits

Two-piece combinations, drawers and corset cover and skirt and corset cover, also the three-piece suits of corset cover, drawers and skirt. Many styles to select from in both two and three-piece. We make special mention of the new close-fitting suits without ruffles. Many hand made garments are included in this sale. The embroideries and laces used for trimming are all new patterns. Your spring and summer supply of combination garments should be secured at White Sale prices.

\$1.25 combination suits... 95c
\$1.50 and \$1.75 combination suits... \$1.15
\$1.85 and \$2.00 combination suits... \$1.48
\$2.50 and \$2.75 combination suits... \$1.95
\$3.00 and \$3.50 combination suits... \$2.48
\$4.00 combination suits... \$2.95
\$4.50 combination suits... \$3.48
\$5.00 combination suits... \$3.95
\$6.00 combination suits... \$4.45
\$7.00 combination suits... \$4.95
\$8.00 combination suits... \$6.50



Corset Covers

The prettiest corset covers you ever saw! Made of fine, sheer materials—nainsook and longcloth—and trimmed with dainty lace and embroidery. Hand embroidered corset covers are included in White Sale, also those trimmed with hand made lace. Even if you prefer to make your own corset covers it will be worth while to come and see those on sale, as you will gain so many new ideas both as to the making and trimming.

50c corset covers... 39c
75c corset covers... 49c
\$1.25 corset covers... 95c
\$1.50 corset covers... \$1.15
\$1.75 corset covers... \$1.48
\$2.50 corset covers... \$1.95
\$3.00 corset covers... \$2.48
\$4.00 corset covers... \$2.95

Out-of-Town People Should
Take Advantage of White
Sale Offers

Corset Covers at 25c

A lot of good corset covers, lace and embroidery trimmed, large variety of styles, many are equal to 50c values; White Sale price 25c.
(On sale 2nd Floor and Basement Store)

Night Gowns

Made of plain nainsook, muslin and longcloth. Some trimmed with Val and Torchon lace, others with Swiss and Hamburg embroidery. All styles, high and low neck, also slipover styles. Extra and regular sizes. The 11 lots below embrace every grade and style of night gown.

\$1.25 and \$1.35 night gowns... 95c
\$1.50 and \$1.75 night gowns... \$1.15
\$1.85 and \$2.00 night gowns... \$1.48
\$2.50 and \$2.75 night gowns... \$1.95
\$3.00 and \$3.50 night gowns... \$2.48
\$4.50 gowns... \$3.48 \$7.00 gowns... \$4.95
\$5.00 gowns... \$3.95 \$8.00 gowns... \$6.50
\$6.00 gowns... \$4.45 \$9.00 gowns... \$6.95

Women's Drawers

Circular and regular styles, plain and trimmed, all sizes. In addition to the lots noted below, all better grades of drawers are also reduced in price.

50c drawers... 39c \$1.85 drawers... \$1.48
75c drawers... 49c \$2.75 drawers... \$1.95
\$1.00 drawers... 75c \$3.50 drawers... \$2.48
\$1.25 drawers... 95c \$4.00 drawers... \$2.95

Crepe Gowns

Special mention is made of our showing of crepe night gowns and gowns made of fancy barred nainsook and lawn.



Monday Morning 50c Night Gowns 29c

Monday morning, from 8 to 10 o'clock, we offer regular 50c night gowns for 29c. Just 25 dozen gowns will be on sale. They are extra well made plain gowns, cut good and wide, and are exceptional 50c values; Monday morning 29c.
(Basement Store)

Chemise

Long and short chemise, fresh, new garments, cut on new lines to suit the new styles in outer garments. Made of the very best white materials and trimmed with the new patterned embroideries and laces.

75c chemise... 49c \$2.75 chemise... \$1.95
\$1.00 chemise... 75c \$3.50 chemise... \$2.48
\$1.25 chemise... 95c \$4.50 chemise... \$3.48
\$1.50 chemise... \$1.15 \$5.00 chemise... \$3.95
\$2.00 chemise... \$1.48 \$6.00 chemise... \$4.45

Maternity Gowns

Night gowns that have been sterilized and then enclosed in waxed paper. These are priced at \$1.75 and \$2.25.

35c Drawers 20c

Drawers made of an extra good quality of muslin, cut full and wide and finished with hemstitched and tucked ruffle, good 35c garments; Monday at 20c.
(Basement Store)

\$1.00

Night Gowns at 49c, 59c, 69c

About 100 dozen gowns, well made, all sizes, plain and trimmed styles with high and low neck, long and short sleeves. Values to \$1.00; arranged in 3 lots at 49c, 59c & 69c.
(Basement Store)

Sale of White Wash Goods

(Basement.)

25c LINGERIE CLOTH 19c
28-inch lingerie cloth, sheer even weave, fine mercerized finish, good for underwear or dresses, regular price 25c per yard; sale price 19c.

BATISTE 35c
45-inch fine mercerized batiste for waists and dresses, superior quality, lingerie finish; sale price, per yard 35c.

50c VOILE 35c
27-inch silk-striped white voile, a high class wash fabric for costumes and separate waists, regular price 50c per yard; sale price 35c.

MARQUINETTE 75c
47-inch plain marquisette, fine weave, for dressy wear; sale price, yard 75c.

NEW FLAXON 25c
White novelties in flaxon, checks, stripes and plaids, all new styles; sale price, yard 25c.

MADRAS 25c
White madras, in figures and satin stripes, for men's shirts and women's waists, mercerized finish; yard, 25c.

PIQUE 25c
White pique in warp weaves, also white poplin, plain and novelty stripes; yard, 25c.

PERSIAN LAWN 50c
22-inch silk finish Persian lawn of rare sheerness; yard, 50c.

EXTRA 15c and 25c White Goods 10c EXTRA
White novelties in lawn, batiste and Swiss, checks, plaids and stripes with woven dots and unadorned figures. Regular prices 15c and 25c per yard; White Sale Special 10c.

EXTRA 12 1-2c India Linon 9c EXTRA
White India linon lawn, an exceptionally nice quality, made from combed yarn, regular price 12 1-2c per yard; White Sale Special 9c.

EXTRA 25c Linen Cambric 19c EXTRA
36-inch fine linen cambric lawn, for handkerchiefs and waists, regular price 25c per yard; White Sale Special 19c.

White Sale of Domestics

(Basement.)

30c SHEETING 24c
9-4 standard brand bleached sheeting, regular price 30c per yard; White Sale 24c.

SHEETING 26c
10-4 bleached sheeting, dependable quality; White Sale, per yard 26c.

EXTRA Domestic 12 Yards for \$1.00
"Green Ticket" Lonsdale domestic, 36 inches wide, sells regularly for 10c per yard; White Sale Special 12 yards for \$1.00.

15c LONSDALE CAMBRIC 12c
36-inch jacquet finish Lonsdale cambric, regular price 15c per yard; White Sale 12c.

12 1-2c DAISY CLOTH 10c
White "Daisy Cloth," a fine double faced outing flannel, regular price 12 1-2c per yard; White Sale 10c.

White Sale of Bedspreads

(Basement.)

\$1.50 WHITE QUILTS \$1.19
12-4 crocheted quilts in Marcellines patterns, closely woven and neatly hemmed, regular price \$1.50; White Sale \$1.19.

\$3.50 WHITE QUILTS \$2.75
12-4 fine crocheted quilts, heavy soft quality, attractive woven designs, cut corners, regular price \$3.50; White Sale \$2.75.

\$5.00 WHITE SPREADS \$3.75
Full size white Marcellines bedspreads in heavy embroidered patterns, scalloped, fringed or hemmed, regular price \$5.00; White Sale \$3.75.

\$8.00 SATIN QUILTS \$6.95
12-4 white satin quilts woven in wild rose, scroll center and other handsome designs, regular price \$8.00; White Sale \$6.95.

\$10.50 WHITE SPREADS \$8.95
Largest size Marcellines spreads woven in designs of wheat and poppies, scalloped and cut corners, regular price \$10.50; White Sale \$8.95.

White Sale of Embroideries

HALF YEAR CLEARANCE
SALE CONTINUES NEXT WEEK

This is the most extensive sale of fine embroideries ever offered in this section of the country. Special import orders of immense proportions enable us to offer not only the biggest embroidery values ever given in El Paso but the widest variety of qualities and patterns. You will soon be wanting embroideries for trimming summer clothes and White Sale enables you to secure the best qualities and newest patterns at the lowest prices. Special attention is called to sample strips of embroideries. We have secured several lines of these and make them a feature of White Sale for Monday.

Embroidery Flouncings

75c Flouncings 39c
15 to 20-inch Hamburg, nainsook and Swiss flouncings, nearly 100 different patterns to choose from, values to 75c per yard; White Sale 39c.

85c Flouncings 48c
A lot of nainsook and fine lawn flouncings for dresses and waists, also children's dresses, an unusual variety of patterns including many suitable for infants' dresses. Values to 85c per yard; White Sale 48c.

\$1.25 Flouncings 69c
Wide flouncings, nainsook and Swiss, in small neat patterns for dresses and waists, values to \$1.25 per yard; White Sale 69c.

\$1.50 Flouncings 98c
All over skirt flouncings for dresses and waists, fine lawn, Swiss and nainsook, the patterns are very beautiful, both solid and openwork patterns are shown. Values \$1.50 to \$1.75 per yard; White Sale 98c.

Allover Skirt Flouncings

Three lots of allover skirt flouncings, 40 to 45 inches wide, are offered. Variety of new patterns to select from.

LOT I—Values to \$2.00 per yard; White Sale \$1.23.

LOT II—Values to \$2.25 per yard; White Sale \$1.48.

LOT III—Values to \$3.00 per yard; White Sale \$1.95.

Matched Dress Sets
Special mention is made of our showing of matched dress sets—embroidery bands and flouncings to match in the very newest patterns, also Baby Irish crocheted bands and flouncings.

Baby Sets
We also call particular attention to baby sets. Our line is large and beautiful.

Embroidery Remnants

Fully 3,000 short ends of embroideries will be placed on sale Monday morning, in the Basement Store. These remnants have been accumulating for several months. They have now been measured and marked and will be on sale Monday at just about one-half the original prices. Every sort of embroidery is included, narrow and wide edgings and insertings, also bands.

See Additional Ad.
On Page 15

Sample Strips of Embroideries

We secured for White Sale a great quantity of sample strips of fine embroideries. These strips are from 3 to 5 yards in length and are offered at less than half what such embroideries sell for regularly. Four lots are offered, as noted below.

These are fine nainsook and Swiss edgings and insertings, including many dainty baby patterns. Come Monday to get your share of sample strip bargains. Quantities are large but the values are so unusual that we anticipate rapid selling.

LOT I—Sample strips of embroideries that sell regularly 20c per yard at 10c yard.

LOT II—Sample strips of embroideries that sell regularly 25c per yard at 12c yard.

LOT III—Sample strips of embroideries that sell regularly 35c per yard at 15c yard.

LOT IV—Sample strips of embroideries worth 45c and 50c per yard at 25c yard.

A Remarkable Offer

75c, \$1.00 and \$1.25
Embroideries

At 25c Yd.

This is another lot of sample strips. These are importer's sample strips of the finest quality embroidery bands and edgings. In addition to all white pieces there are many showing colored embroidery on white material and white embroidery on colored material. The strips range from 2 1-2 to 6 yards in length. Not one piece in the whole lot would sell regularly for less than 50c per yard and values are 75c, \$1.00 and \$1.25 per yard. The whole lot goes on sale Monday at

Choice 25c Yd.

SPECIAL NOTE. None of these strips can be cut. Be on hand early Monday morning to get the best pieces.

The Basement Store

A White City In Itself

While both the Main and Second Floors contribute largely to our present White Sale, the Basement Store has been converted into a veritable "white city." Every table is piled high with white piece goods, towels, embroideries, snowy undermuslins, sheets, pillow cases, bedspreads and, in fact, everything imaginable in white merchandise.

Calisher's Half Year Clearance Sale Continues
Next Week

HEART OF EL PASO
Calisher's

White Sale of Linens

(Basement.)

EXTRA \$1.25 and \$1.50 Table Damask \$1.00
72-inch pure white double satin damask, strictly all linen, heavy quality, comes in beautiful floral designs worth \$1.25 and \$1.50 per yard; White Sale Special \$1.00.

NAPKINS \$3.50 DOZEN
22-inch snow white damask napkins of a quality and designs to match our best table damask; White Sale, per dozen \$3.50.

\$1.25 TABLECLOTHS \$1.00
66x87 tablecloths of silver bleached linen, neatly hemmed and ready to use, worth \$1.25 and \$1.35; White Sale \$1.00.

TABLECLOTHS \$2.50
8x10 pattern cloths, all pure linen, fine grade, in handsome styles; White Sale \$2.50.

SCALLOPED TABLECLOTHS \$6.50
66x84 scalloped tablecloths of pure Austrian linen, full bleached with double satin finish of permanent gloss; White Sale \$6.50.

BREAKFAST CLOTHS 50c
36-inch breakfast cloths, silver bleached linen, neatly hemmed and ready to use; White Sale 50c.

\$1.25 LUNCH CLOTHS 95c
32-inch bleached damask lunch cloths, made of fine quality linen and scalloped or hemstitched, worth \$1.25; White Sale 95c.

\$1.25 NAPKINS \$1.00 DOZEN
Full bleached piece and ready made napkins, 18 to 20-inch sizes, good linen, regular price \$1.25 per dozen; White Sale \$1.00.

\$1.00 TUBING LINEN 85c
45-inch round thread all-linen tubing for embroidery, regular \$1.00 quality; White Sale, per yard 85c.

65c LINEN TOWELING 48c
Fine huck toweling, all-linen, the best grade, in woven jacquard figures, stripes and floral designs, regular price 65c per yard; White Sale 48c.

\$1.00 LINEN SHEETING 78c
72-inch heavy quality pure linen sheeting, sells regularly for \$1.00 per yard; White Sale 78c.

\$1.25 LINEN SHEETING 95c
90-inch linen sheeting, a splendid quality, of Irish manufacture, regular price \$1.25 per yard; White Sale 95c.

EXTRA 40c White Waist Linen 29c
36-inch medium weight white waisting linen, nice even thread, close weave quality that sells regularly for 40c per yard; White Sale Special 29c.

Sheets and Pillow Cases

(Basement.)

60c SHEETS 48c
72x90 hemmed sheets, made of a good quality of cotton, regular price 60c each; White Sale 48c.

75c SHEETS 63c
63x90 torn and hemmed seamless sheets, made of fine quality domestic, regular price 75c each; White Sale 63c.

80c SHEETS 69c
72x90 torn and hemmed seamless sheets, made of a standard brand of cotton, regular price 80c each; White Sale 69c.

89c SHEETS 75c
81x91 torn and hemmed seamless sheets, made of good grade domestic, regular price 89c each; White Sale 75c.

\$1.00 SHEETS 89c
72x90 hemstitched sheets, made of heavy quality cotton, regular price \$1.00 each; White Sale 89c.

\$1.25 SHEETS \$1.00
81x99 hemstitched sheets of a heavy and durable quality, regular price \$1.25 each; White Sale \$1.00.

12 1-2c PILLOW CASES 9c
42x26 hemmed pillow cases of dependable quality, regular price 12 1-2c each; White Sale 9c.

EXTRA 50c Sheets 3 for \$1.00 EXTRA
72x90 seamed linen finish sheets, extra well hemmed, sell regularly 50c each; White Sale Special 3 for \$1.00. (Limit 6 sheets to a customer.)

Dressmaking Department

Special Notice

We suggest next week as a good time to have your spring and summer dresses made. To induce immediate orders, our Dressmaking Department will make special prices on all white dresses that are ordered during the White Sale. Mrs. Cass will be pleased to take the matter up with you any time that is convenient.

Pearl Buttons 3 Doz. For 10 Cents

Extra good pearl buttons, small and medium sizes, sell regularly 5c per dozen; White Sale Special 3 dozen for 10c. (Notion Section)